WPTV

Flight Dates 09/13/12-09/17/12

Order Sep 00:20:00

Product Estimate # 1768

OFA Sked A 9.13-9.17 Alt Order # 310812 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 09/12/12 09/12/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Obama / Democrat / Preside

1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007

Demographic A35+ Agency **GMMB** Inc

POL POL **Rev Codes** CAND **Buying Contact**

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-1 1010 Wisconsin Avenue - Suite #80 Agency Ref 2 Advertiser Ref Washington, DC 20007

Primary Account Executive

Marta Salazar-Perren

Account Executive Order% Start Date **End Date**

Marta Salazar-Perren 100%

> Competing Station % of Order **Amount** CABLE % **UNKWN** 100% **WFGC** % WFLX % **WPBF** % **WPEC** % **WPPB** % **WPXP** % **WTCE** %

Market Value

%

%

%

Order Share %

WTCN WTVX

WXEL

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount September 2012 45 \$23,899.45 \$28,117.00 0.00 08/27/12 09/17/12 45 \$23,899.45 \$28,117.00

45 0.00 Totals \$23,899.45 \$28,117.00

								Totals
Ln Ch Start End	Inventory Code	Break	Start/End T	Time Days	Len Spots	Rate Pri	Rtg Type Spo	ots Amount
N 1 WPTV 09/13/12 09/17/12	M-F 5-6a M-F 5-6a	СМ	5-6a	M TF	:30 2	2 \$120.00 P-3	0.00 NM	2 \$240.00
Start Date End Date Week: 09/11/12 09/17/12	Weekdays M TF	Spots/Week 2	Rate \$120.00	Rating 0.00				
N 2 WPTV 09/13/12 09/17/12	M-F 6-7a M-F 6-7a	CM	6-7a	TF	:30	1 \$725.00 P-1	0.00 NM	1 \$725.00
Start Date End Date Week: 09/11/12 09/17/12	<u>Weekdays</u> TF	Spots/Week 1	Rate \$725.00	Rating 0.00				
N 3 WPTV 09/13/12 09/17/12	M-F 6-7a M-F 6-7a	СМ	6-7a	М	:30	1 \$450.00 P-3	0.00 NM	1 \$450.00





Contract / Revision 310812 Flight Dates 09/13/12-09/17/12 Hiatus Dates

<u>Original Date / Revision</u> 09/12/12/ 09/12/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Preside Product OFA Sked A 9.13-9.17 Estimate # 1768

No No No No No No No No	Ln Ch	Start	End	Inventory Code	Brook	Stort/End 3	Timo Dave	lon Sn	oto	Poto Pri	Pta Typo	Tot	als Amount
M-F of 7a							•				<u> </u>		
Week 094111/12 0941712		00/.0/.	_ 00,,			0.0	-1-2	.00	•	ψ.00.00.	0.00	·	ψ.00.00
N 4 WPIV 0913/12 0917/12 MF 7-9a MF 7-9a					Spots/Week								
Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week					1			.20	1	\$750.00 D.1	0.00 NM	,	¢750.00
Week: 09/11/12 09/17/12 09/	N 4 VVFIV	09/13/1	2 09/17/12		Civi	7-9a	IVI 11'	.30	'	\$750.00 P-1	U.UU INIVI	'	\$750.00
N 5 WPTV 09/13/12 09/17/12 M-F 7-9a CM 7-9a MTF 30 1 \$400.00 P-3 0.00 NM M-F 7-9a M													
N 6 WPTV 09/15/12 09/15/12 Sa 7-8a	N 5 WPTV	09/13/1	2 09/17/12		CM		M TF	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
N 6 WPTV 09/15/12 09/15/12 Sa 7-8a													
Name					-			:30	1	\$450.00 P-1	0.00 NM	1	\$450.00
N 7 WPTV 09/16/12 09/17/12 Su 7-8a				Weekdays									
Start Date Head Property Surprise Su					· · · · · · · · · · · · · · · · · · ·					\$075.00 D.4	0.00 NINA		\$075.00
New New	N / WPIV	09/16/1	2 09/16/12		СМ	7-8a	S	:30	1	\$275.00 P-1	0.00 NM	1	\$275.00
N 8 WPTV 09/13/12 09/17/12 M-F 9-10a M-F 9-1				Weekdays S									
N 9 WPTV 09/13/12 09/17/12 M-F 10-11a CM 10-11a M- TF- 30 2 \$325.00 P-1 0.00 NM 2 \$650.00								:30	2	\$400.00 P-1	0.00 NM	2	\$800.00
N 9 WPTV 09/13/12 09/17/12 M-F 10-11a			End Date		Spots/Week	Rate	Rating						
M-F 10-11a M-F 10-11a Meek: 09/11/12 09/17/12 M- TF- 2 \$325.00 0.00													
Neek: 09/11/12 09/17/12 M-F 1T-2 2 \$325.00 0.00	N 9 WPTV	09/13/1	2 09/17/12		СМ	10-11a	M TF	:30	2	\$325.00 P-1	0.00 NM	2	\$650.00
N10 WPTV 09/13/12 09/17/12 M-F 11-12n M-F 12n-1p													
Start Date End Date Weekdays M- TF- Spots/Week Rate Start Date Week O9/11/12 O9/17/12 M- TF- Spots/Week Rate Rating O.00			2 09/17/12		СМ			:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
Week: 09/11/12 09/17/12 M-F 12p NEWS CM 12-1p M-TF- :30 3 \$125.00 P-3 0.00 NM 3 \$375.00	Sta	rt Date	End Date		Spots/Week	Rate	Rating						
M-F 12n-1p Week: 09/11/12 09/17/12 09/17/12 M-F 1-2p CM 1-2p M-TF- 30 2 \$116.00 P-3 0.00 NM 2 \$232.00													
Start Date End Date O9/17/12 M- TF- Spots/Week Rate O9/17/12 M- TF- Spots/Week Rating O.00	N11 WPTV	09/13/1	2 09/17/12		СМ	12-1p	M TF	:30	3	\$125.00 P-3	0.00 NM	3	\$375.00
N12 WPTV 09/13/12 09/17/12 M-F 1-2p CM 1-2p MTF- :30 2				Weekdays									
M-F 1-2p M-F 1-2p Week: 09/11/12 09/17/12 M- TF- 2 \$116.00 0.00										A 110 00 D 0	0.00.1114		# 000 00
Week: 09/11/12 09/17/12 M- TF- 2 2 \$116.00 0.00 N13 WPTV 09/15/12 09/15/12 09/15/12 Sa 8-10a Sa 8-10a CM 8-10aS- :30 1 \$550.00 P-1 0.00 NM Sa 8-10a 1 \$550.00 P-1 0.00 NM 1 \$1,200.00 P	N12 WPIV	09/13/1	2 09/17/12	•	СМ	1-2p	M TF	:30	2	\$116.00 P-3	0.00 NM	2	\$232.00
N13 WPTV 09/15/12 09/15/12 Sa 8-10a CM 8-10aS- :30 1 \$550.00 P-1 0.00 NM 1 \$550.00 Sa 8-10a Start Date End Date Weekdays Spots/Week Rate Rating 09/17/12 09/17/12 09/17/12 09/16/12 Su 9-10a CM 9-10a S :30 1 \$1,200.00 P-1 0.00 NM 1 \$1,200.00 N14 WPTV 09/16/12 09/16/12 Su 9-10a CM 9-10a CM 9-10a S :30 1 \$1,200.00 P-1 0.00 NM 1 \$1,200.00 Start Date End Date Weekdays Spots/Week Rate Rating Rating 09/17/12 S 1 \$1,200.00 0.00 N15 WPTV 09/13/12 09/17/12 M-F 4p-5p CM 4-5p MTF :30 1 \$275.00 P-3 0.00 NM 1 \$275.00 NM F 4p-5p CM 4-5p MTF :30 1 \$275.00 P-3 0.00 NM 1 \$275.00 NM F 4p-5p M-F 4p-5p CM 4-5p MTF :30 1 \$275.00 P-3 0.00 NM 1 \$275.00 NM F 4p-5p M-F 4p-5													
Start Date End Date Weekdays O9/17/12 O9/17/12 O9/17/12 O9/17/12 O9/16/12 O9/16/1				Sa 8-10a				:30	1	\$550.00 P-1	0.00 NM	1	\$550.00
N14 WPTV 09/16/12 09/16/12 Su 9-10a CM 9-10aS :30 1 \$1,200.00 P-1 0.00 NM 1 \$1,200.00 P-1				Weekdays	Spots/Week								
Su 9-10a Start Date End Date Weekdays O9/17/12 O9/17/1										A4 000 00 D :	0.05.111	_	4.655.5
Week: 09/11/12 09/17/12 S 1 \$1,200.00 0.00 N15 WPTV 09/13/12 09/17/12 M-F 4p-5p M- TF 30 M- TF	N14 WPTV	09/16/1	2 09/16/12		СМ	9-10a	S	:30	1	\$1,200.00 P-1	0.00 NM	1	\$1,200.00
N15 WPTV 09/13/12 09/17/12 M-F 4p-5p CM 4-5p M TF :30 1 \$275.00 P-3 0.00 NM 1 \$275.00 M-F 4p-5p													
, .				M-F 4p-5p				:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
	Sta	rt Date	End Date		Spots/Week	Rate	Rating						





Contract / Revision 310812 Flight Dates 09/13/12-09/17/12 Hiatus Dates

<u>Original Date / Revision</u> 09/12/12/ 09/12/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 9.13-9.17 Estimate # 1768

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	īme Days	Len Sp	oots	Rate Pri	Rta Type	Tota Spots	als Amount
N15 WPTV		2 09/17/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M TF	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
Sta Week: 09/	rt Date	End Date 09/17/12	Weekdays M TF	Spots/Week	Rate \$275.00	Rating 0.00						
N16 WPTV				CM	5-530p	TF	:30	1 5	\$1,600.00 FX	0.00 NM	1	\$1,600.00
Sta Week: 09/	rt Date 11/12	End Date 09/17/12	Weekdays TF	Spots/Week	Rate \$1,600.00	Rating 0.00						
N17 WPTV			M-F 5-530p M-F 5-530p	СМ	5-530p	M	:30	1	\$550.00 P-3	0.00 NM	1	\$550.00
Sta Week: 09/	rt Date 11/12	End Date 09/17/12	Weekdays M	Spots/Week 1	Rate \$550.00	Rating 0.00						
N18 WPTV	09/13/1	2 09/17/12	M-F 530-6p M-F 530-6p	СМ	530-6p	TF	:30	1 9	\$1,600.00 FX	0.00 NM	1	\$1,600.00
Sta Week: 09/	rt Date 11/12	End Date 09/17/12	Weekdays TF	Spots/Week 1	Rate \$1,600.00	Rating 0.00						
N19 WPTV	09/13/1	2 09/17/12	M-F 530-6p M-F 530-6p	СМ	530-6p	М	:30	1	\$425.00 P-3	0.00 NM	1	\$425.00
Sta Week: 09/	rt Date 11/12	End Date 09/17/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
N20 WPTV	09/13/1	2 09/17/12	M-F 6-630p M-F 6-630p	СМ	6-630p	M TF	:30	3	\$525.00 P-3	0.00 NM	3	\$1,575.00
Sta Week: 09/	rt Date 11/12	End Date 09/17/12	Weekdays M TF	Spots/Week 3	Rate \$525.00	Rating 0.00						
N21 WPTV	09/13/1	2 09/17/12	M-F 630-7p M-F 630-7p	СМ	630-7p	TF	:30	1 9	\$1,500.00 P-3	0.00 NM	1	\$1,500.00
Week: 09/		End Date 09/17/12	Weekdays TF	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
N22 WPTV			M-F 630-7p	СМ	630-7p	M	:30	1 \$	\$3,000.00 FX	0.00 NM	1	\$3,000.00
Week: 09/		End Date 09/17/12	Weekdays M	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
N23 WPTV			Sa 6p	СМ	6-630p	S-	:30	1	\$850.00 FX	0.00 NM	1	\$850.00
Week: 09/		End Date 09/17/12	Weekdays S-	Spots/Week 1	Rate \$850.00	Rating 0.00						
N24 WPTV			Su 6p	CM	6-630p	S	:30	1	\$850.00 FX	0.00 NM	1	\$850.00
Week: 09/		End Date 09/17/12	Weekdays S	Spots/Week 1	\$850.00	Rating 0.00			4070 00 71/		_	
N25 WPTV			M-F 7-730p	CM	7-730p	M TF	:30	1	\$950.00 FX	0.00 NM	1	\$950.00
Week: 09/		End Date 09/17/12	Weekdays M TF	Spots/Week 1	\$950.00	Rating 0.00			Φ050 00 T Y	0.00 111		0053 55
N26 WPTV			M-F 730-8p	CM	730-8p	M TF	:30	1	\$950.00 FX	0.00 NM	1	\$950.00
Week: 09/		End Date 09/17/12	Weekdays MTF	Spots/Week 1	\$950.00	Rating 0.00				205.111	_	A :
N27 WPTV			Sa 7-8P	CM	7-8p	S-	:30	1	\$175.00 P-1	0.00 NM	1	\$175.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 09/13/12

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Contract / Revision

310812 Flight Dates 09/13/12-09/17/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 9.13-9.17

Estimate # 1768

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Davs	Len Sr	oots	Rate Pri	Rta Type	Tota Spots	als Amount
N27 WPTV		2 09/15/12	Sa 7-8P	CM	7-8p	S-	:30	1		0.00 NM	1	\$175.00
<u>Sta</u> Week: 09/	rt Date	End Date 09/17/12	Sa 7-8P WeekdaysS-	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
N28 WPTV			Monday Prime C	CM	10-11p	M	:30	1	\$1,800.00 P-1	0.00 NM	1	\$1,800.00
•			Revolution			5						
Sta Week: 09/	rt Date 11/12	End Date 09/17/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
N29 WPTV		2 09/15/12	Saturday Prime C The Voice	CM	10-11p	S-	:30	1	\$500.00 FX	0.00 NM	1	\$500.00
Sta Week: 09/	rt Date	End Date 09/17/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
N30 WPTV			NFL Pregame	CM	4-10p	S	:30	1	\$900.00 P-3	0.00 NM	1	\$900.00
			NFL Pregame		(7:00 PM-8:1	5 PM)						
<u>Sta</u> Week: 09/	rt Date	End Date 09/17/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
N31 WPTV				CM	11-1135p	TF	:30	1	\$725.00 P-1	0.00 NM	1	\$725.00
			M-F 11-1135p		·							
<u>Sta</u> Week: 09/	rt Date	End Date	<u>Weekdays</u> TF	Spots/Week 1	Rate	Rating						
N32 WPTV		09/17/12	M-F 11-1135p	CM	\$725.00 11-1135p	0.00 M	:30	1	\$600.00 P-3	0.00 NM	1	\$600.00
1102 111 11	00/10/1	2 00/11/12	M-F 11-1135p	0	11 1100р	111	.00		φοσσ.σσ. σ	0.00 14141		Ψοσο.σο
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/17/12	M	CM	\$600.00	0.00	:30		Ф725 00 D 1	0.00 NIM	4	\$70F.00
N33 WPTV	09/15/1	2 09/15/12	Sa-Su 11-1135p Sa-Su 11-1135p	CIVI	11-1135p	3-	.30	1	\$725.00 P-1	0.00 NM	1	\$725.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/17/12	S-	ofter NICM	\$725.00	0.00	.20		¢600 00 D 2	0.00 NIM	4	#600.00
N34 WPTV	09/16/1	2 09/16/12	Su 1130p-1205a 1130p-12x After I		1130p-1205a	3	:30	1	\$600.00 P-3	0.00 NM	1	\$600.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/17/12	S	1	\$600.00	0.00			#005 00 D 0	0.00 NIM		#005.00
N35 WPTV	09/15/1	2 09/15/12	Sa 1130p-1a Sa 1130p-1a	СМ	1130p-1a	S-	:30	1	\$385.00 P-3	0.00 NM	1	\$385.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/17/12	S-	1	\$385.00	0.00					_	
N36 WPTV	09/13/1	2 09/17/12	M-F 1135p-1235a M-F 1135p-1235a		1135p-1235a	TF	:30	1	\$275.00 P-1	0.00 NM	1	\$275.00
Sta Week: 09/	rt Date	End Date 09/17/12	Weekdays TF	Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
N37 WPTV			M-F 1235-135a	CM	1235-0135a	TF	:30	1	\$75.00 P-3	0.00 NM	1	\$75.00
	30, . 3, 1	_ 55,,12	M-F 1235-135a		00 0.000			·	ψ. σ.σσ τ	3.00	•	ψ. σ.σσ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	11/12	09/17/12	TF	1	\$75.00	0.00				Totala	<u> </u>	20 117 00